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Stages			
	DISCOVER	TRY & EXPLORE	CREATE & PERSONALIZE
ACTIONS	 Sees an ad or influencer review of a health + fitness app on YouTube or Instagram. 	 Installs the app and browses workout levels and diet plans. 	 Sets fitness level (beginner/ intermediate/advanced), selects dietary needs/preferences, builds schedule.
TOUCHPOINTS	 Instagram Reels, YouTube ads, product reviews, fitness blog mentions. 	 App onboarding, tutorial walkthroughs, health questionnaires. 	 Diet plans, workout filters, badge system, avatars, custom dashboard.
EXPERIENCE / EMOTIONS	Intrigued, hopeful about improving health while managing time.	Curious and slightly overwhelmed by variety.	 Motivated, feels in control with personalized plan.
PAIN POINTS and Motivation	 Too many similar apps, unsure if it's different. Trust in influencers and real user reviews. 	 Wants to see if the app fits into tight schedule. Quick understanding of how the app can fit their lifestyle. 	 Needs fast setup without fatigue. Diet restrictions might limit options. Customization for dietary restrictions, short effective workouts.